On the first page, you will see a picture of Mary Kay Ash. She started Mary Kay in 1963 with $5,000. Today, Mary Kay Corporation is a multibillion dollar business that is completely debt free! 98% makeup in the world is made by 4 manufacturers. Mary Kay is one of 2% that makes their products and their products only. One thing many people do not know about Mary Kay is that we are the highest paid women in America. There are more women making over $100,000 a year in Mary Kay than any other corporation in the world. (you can tell Beth’s story if you want to.)

**Page 3** shows a picture of Mary Kay headquarters that is located in Dallas, Texas. This is where all of our products are made.

**Page 4-5** shows you a breakdown of the aging process. It talks about what your skin does in its 20’s, 30’s, 40’s, 50’s and up. Take a look at that and see if you agree.

**Pages 6-7** show the Time Wise Miracle set. Up until recently the Time Wise was the only anti-aging skin care. The new skin care is on the next page and we will talk about that next. But after a 12 week study, go through the %s.

This set includes a 3 in 1 cleanser (includes, cleaners, mask and refresher). Mary Kay is the only cosmetic that offers a 3 in 1 product. Also included is an Age Fighting moisturizer, a Day solution that has a 35 SPF, a night solution- you skin does its healing at night.

**Page 7** shows the benefits of using an age fighting set.

**Page 8-** For those of you (if any) that are over age 40, the time wise repair kit will take the place of the miracle set. 86% had a decrease in the appearance of wrinkle length while 81% have a decrease in the width of wrinkles.

**Page 9-** Our botanicals effects are for people with very, very sensitive.

**Page 9-** The Velocity set is available for women with acne prone skin. It includes a cleanser, blemish control toner, acne treatment gel and lightweight moisturizer.

Page 10-11: This page shows our different types of foundations.

* We have matte and luminous. Matte is for oil skin. It tones down your shines. The luminous is for women with dry skin, It gives you a shine.
* Mineral Foundation
* Crème to powder
* And Tinted moisturizer that is for women who want something quick and easy on the go.

At the bottom, you see our famous application brush as well as our famous foundation primer.

**Page 12-** Microdermabrasion set. Your face has 30 layers of dead skin on it. The microdermabrasion helps to remove 7 layers of that So when used the recommended times per week which is 2-3 you are keeping 14-21 layers of dead skin off of your face leading to a brighter look. After ONE week 85% saw an improvement in skin texture, 73% saw a reduction in fine lines and wrinkles and 71% saw smaller looking pores. When you use microderm abrasion, it removes the good and bad from the skin, the second step of the process replenishes the needed to help fight fine lines, refine pores. It truly is amazing and you will see results after one use.

**Page 13-** On this page we have our different eye products. Today we will be trying the Firming eye cream and if anyone is using the Time Wise repair, you will be using the Volu-firm Eye Renewal Cream

With the Firming Eye cream 96% saw improvement in the overall appearance of the skin around the eyes.

Volu-Firm Eye Renewal Cream- minimizes the look of undereye bags and dark circles.

Bottom of page 13- Satin Lips

Satin Lips is a 2 step process for ending chapped, cracked lips. The first step is an exfoliant mask that is followed by a lip balm.

(then just flip through the book and say these are other products we have but we will not be trying them today.)

I normally stop at page 13. But there is a page that talks about color. I say that today’s class is about skin care and your 2nd appt is about color. (That way they hear about the 2nd appt at the beginning too.)

So now, let’s try the products!! (Facials begin)

In box 1 is Step 1 of the Satin Lips, please take your ring finger, because it has the least amount of muscles and rub in a circular motion on your lips. it will leave a white looking mask/paste

In box 2 is the cleanser that is suited to your skin needs normal/dry or oily/combination or the time wise repair if you are 40+,

please “draw” a line down the middle of your face and nose and apply the cleanser to your right side only, we want to be able to see the difference in your skin on each side. Apply the cleanser in a circular motion or upward. We don’t want to help gravity by pulling down on your skin. Don’t apply to the eye area. You only want to use products that are specially designed for your eyes. The skin around your eyes is very delicate. Use the wet towel to remove the cleanser once you are finished. (you can also take off your lip mask too.)

In box 3 is the lip balm. How many of you know someone is addicted to carmex or blistex? Those products have alcohol in them that rechaps your lips giving you the sensation of needing more. Our Lip Balm does not have alcohol and leaves your lips hydrated for 6-8 hours.

In box 4 is the microdermabrasion step 1. (give them water in their palm.) This will be very gritty so don’t scrub your face with it. Just swirl in a circular motion focusing in areas that tend to get black heads (your nose, cheeks, and chin). Now normally you would be in the shower and would wash this off under the shower head, so today we are going to go to a sink to ride it off.

In box 5 is the second step of the microdermabrasion. Since the first step on the microderm removes 7 layers of dead skin it, it takes off the good and the bad within that skin. The replenisher puts vitamins and minerals back into your skin. This will feel like satin.

In box 6 is the eye firming cream or the lifting serum (40+). Apply to the underneath of your eye and the eyelid using your ring finger.

Now is where we split (when you have timewise and timewise repair.)

Box 7 for the repair is the lifting serum. It lifts and tightens your skin

In box 7 (8 for repair) is the day solution, this is your daily sunscreen. It also has alphahydroxide in it which helps reverse signs of aging. For the timewise repair, this is also your moisturizer.

In box 8 (9 top right for repair.) is the night solution, since we have already applied the day solution, please put this on the back of your hand. The night solution has retina in it which helps heal scaring, age spots, and also gives a boost to the repairing process that you r body does naturally.

Timewiser reapair is finished.

In box 9 ( in top right corner) is the moisturizer that has been formulated for your skin.

Box 10. Foundation primer.

CLOSING QUESTIONS: (On the back of customer profile)

1. If money were no object would you purchase the I want it all set? Yes or no?
2. Would you prefer $100 worth of Mary Kay for $35 or our brush set?
3. At your second appointment where we do color, would you be willing to get together with 6-8 of your girl friends to get what you put in number 2?
4. Smart women like yourselves do not make decisions before hearing all of the facts. If you would agree to listen to the 5 ways the highest paid women in America make their money, I will give you any one item at half price. So yes I will help Britini with her training or no I will not help her at all… (make sad face ☹ )